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**PRESIDENT'S MESSAGE**

**Access Hollywood's Shaun Robinson to host 2008 NAMIC Vision Awards!**

We're delighted to announce that Shaun Robinson, Emmy-award winning journalist and weekend co-anchor for "Access Hollywood" will host the 14th Annual NAMIC Vision Awards. Robinson is one of the most recognized entertainment anchors, having covered the red carpet for major awards shows such as the Academy Awards, Golden Globes, Emmy's and Grammy's.

[Your opinion counts. Click here to take our survey!](#)

Scheduled for Wednesday, April 16th at the Beverly Hilton in Beverly Hills, California, the NAMIC Vision Awards will be presented at a special luncheon to be held in conjunction with the NAMIC-Southern California West Coast Creative Summit. The Vision Awards is the only competition recognizing outstanding achievements in original, multi-ethnic cable programming. Twenty nine-networks are competing for top honors in fourteen award categories.

The Vision Awards is the perfect companion to the West Coast Creative Summit, NAMIC's signature conference series focused on diversity in the creative aspects of the communications industry. It's the one place where some of the most diverse professionals in the entertainment community intersect with the best of multicultural programming. We hope that you will be among them.

Visit [www.namic.com](http://www.namic.com) for the complete list of Vision Awards nominees.

**Kathy Johnson**  
President, NAMIC



## **Best Buy Signs Hispanic Soccer Phenom To Be Ambassador April 3, 2008**

In a bid to strengthen its standing among Hispanic shoppers, Best Buy has signed Cuauhtemoc Blanco, star of the Chicago Fire, as its first-ever brand ambassador. [MediaPost Publications](#)

## **BUSINESS**

### **48 Indian Companies Among Forbes' Top Global Firms April 3, 2008**

After billionaire businessmen, it is the turn of companies from India to shine on Forbes radar with as many as 48 firms making it to a list of the world's biggest companies compiled by the US magazine. [Rediff.com](#)

## **PROGRAMMING**

### **Like the Candidates, TV's Political Pundits Show Signs of Diversity April 2, 2008**

The historic and long-running presidential campaigns of Senator Barack Obama and Senator Hillary Rodham Clinton have injected issues of race and gender into politics as never before. [The New York Times](#)

## **RESEARCH**

### **To Reach Hispanic Boomers, Look Beyond Language March 26, 2008**

Hispanic Boomers (those born between 1946 and 1964) account for approximately 10 percent of the U.S. Boomer segment - over 7 million consumers - but should not be segmented by language alone, a Focalyst study concludes. [Marketing Charts](#)

## **HOLLYWOOD UPDATE**

### **Disney Turns to Bollywood for Inspiration March 25, 2008**

How would it look if Tom Cruise and Britney Spears run around trees to a song in a Hollywood movie? Does it sound crazy...exciting...Something like this is on the anvil with the sequel to Disney's hugely popular 'The Cheetah Girls One World.' This is the first Disney Channel Original Movie (DCOM) to be shot in

## EVENTS

**NAMIC-Western Pennsylvania**  
***Digital Diversity***  
**Wednesday, April 16, 2008**

Join Clayton Banks, President/Founder, Ember Media as he leads an open discussion on new products in digital media and diversity in technology.

Comcast  
Main Building - Payday Room  
300 Corliss Street  
Pittsburgh, PA  
2:00 pm - 3:00 pm

Admission is free.

Sponsored by Comcast.

Please RSVP to Beverly Durrett at  
[beverly\\_durrett@cable.comcast.com](mailto:beverly_durrett@cable.comcast.com).

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**NAMIC-Southern California**  
***West Coast Creative Summit***  
***Content 3.0 – The Future Is Here!***  
**Wednesday, April 16, 2008**  
**The Beverly Hilton Hotel**  
**Beverly Hills, CA**

[Click here to register](#)

Entertainment Industry's Top Movers and Shakers to be Featured at Daylong Forum

- Educational forum for current and aspiring executives in the broadcast, cable, digital, entertainment and film industries.
- An opportunity for attendees to hone their craft, learn insider tips about the business and meet industry colleagues and peers.

Presenting Sponsor: Warner Bros.

Agenda:

- Opening and Closing General Sessions
- Panel Discussions
- Presentation of the NAMIC Vision Awards
- Career Expo
- Networking Opportunities
- Evening Reception

The cost is \$125 for NAMIC members; \$150 for non- members; and \$50 for students.

You can also purchase a ticket only for the Opening General Session or the Evening Reception.

To learn more about sponsorship opportunities and benefits, [click here](#)

For general information about this event, please contact Sandra Girado at (212) 594-5985, ext. 23.

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**NAMIC-Southern California  
Vision Awards  
Luncheon Ceremony at West Coast Creative Summit  
Wednesday, April 16, 2008  
The Beverly Hilton Hotel  
Beverly Hills, CA**

**Access Hollywood's Shaun Robinson to Host 2008 NAMIC  
Vision Awards**

For the 14th consecutive year, NAMIC will recognize outstanding achievement in original, multi-ethnic cable programming. To view a list of the nominees, [click here](#).

To purchase a table (\$1,000) or buy tickets (\$125 each), [click here](#).

To sponsor this event, please contact Danny McGlone at (212) 594-5985, ext. 13.

For general information about this event, please contact Sandra Girado at (212) 594-5985, ext. 23.

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**NAMIC-Minnesota  
April Membership Mixer  
Wednesday, April 23, 2008**

Harrington Mansion - Zuhrah Shrine Center  
2540 Park Avenue South  
Minneapolis, MN  
5:30 pm - 7:00 pm

\$20.00 - Members  
\$25.00 - Non-members

Light appetizers will be served.

Please RSVP to [Yolanda Sims](#) or (952) 607-4095 by Wednesday April 16th.

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**NAMIC Annual Awards Breakfast  
Featuring Next Generation Leaders  
Morial Convention Center  
Monday, May 19, 2008  
New Orleans, LA**

Join industry influencers at the NAMIC Annual Awards Breakfast during the NCTA Cable Show in New Orleans!

In partnership with *Multichannel News*, NAMIC will recognize Next Generation Leaders who demonstrate exceptional practices of diversity and inclusion and truly embody the professionalism that reflects our mission to educate, advocate and empower for greater multi-ethnic diversity in our industry.

- Become a sponsor and choose from one of three levels -- \$15,000, \$10,000 and \$7,500 – each with their own visibility benefits
- Buy a table of ten at \$3,500
- Buy a block of tickets at \$150 each

[Click here for press release](#)

For more information contact Sandra Girado or Danny McGlone at (212) 594-5985 or [sandra.girado@namic.com](mailto:sandra.girado@namic.com) or [danny.mcglone@namic.com](mailto:danny.mcglone@namic.com).

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**Stay Connected to NAMIC at the NCTA Cable Show  
Visit us at the Cable Cares! Booth (#2847)**

**Give Back to New Orleans by Helping to Rebuild School  
Libraries**

Planning on attending the NCTA Cable Show in New Orleans? If so, then be sure to visit NAMIC as part of Cable Cares! (Booth #2847).

Bring a colleague who is not a NAMIC member and if they join onsite, your name will be entered into a raffle to win a complimentary registration to the Annual NAMIC Conference this coming fall in New York City.

The Cable Cares Booth will be the drop-off destination for those who choose to give back to New Orleans by helping to rebuild school libraries. Make the joy of reading possible for school-age children of New Orleans and bring a copy of your favorite elementary school level book to the Cable Cares booth.

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**22nd Annual NAMIC Conference  
Sunday, September 14-Tuesday, September 16, 2008  
New York Marriot Marquis  
New York, NY**

Kick off Cable Diversity Week at the communications industry's premiere conference focused on diversity as a business imperative. Last year's conference was hailed as "the best ever" and drew record attendance: 750 distinguished multi-ethnic thought leaders, influencers and experts were on hand to hear from prominent speakers such as CNN anchor Anderson Cooper and

journalist/author Mariane Pearl.

Interested in sponsoring this must-attend event? Contact Danny McGlone at (212) 594-5985, ext. 13 or [danny.mcglone@namic.com](mailto:danny.mcglone@namic.com).

Book your room! NAMIC has a room block at the New York Marriott Marquis at the rate of \$409 per night. Reserve your room before August 15th by calling 800-228-9290.

Have questions about the conference? Contact Sandra Girado at (212) 594-5985, ext. 23.

[Click here to register online](#)

[Click here to download the registration form](#)

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**ALL THINGS MEDIA: Venture Capital Forum 2008**  
**A Venture Capital Forum for all Media: From Television and**  
**Radio to Digital Media and Emerging Platforms**  
**Wednesday, October 29-Thursdays, October 30, 2008**  
**The Paley Center for Media**  
**New York, NY**

Co-hosted by Springboard Enterprises and the *She Made It* initiative from The Paley Center for Media, ALL THINGS MEDIA: 2008 is a venture capital Forum showcasing investment-ready, high growth media companies led by women. The Forum program includes a recruiting, screening, training and coaching program involving media executives, investors, attorneys, industry experts, business development professionals, and seasoned entrepreneurs. The eight-month program culminates in the Forum event on October 30, 2008 at which selected companies will present their business opportunities to angel, venture and corporate investors.

ALL THINGS MEDIA is the first-ever venture capital forum *exclusively* for women entrepreneurs in all sectors of media - including television, radio, print, digital media, mobile, video games, search, social networking, e-commerce, online advertising, outdoor, animation, software and other businesses making up this ever-expanding sector.

If you know a woman CEO, President, Founder, Co-founder, CFO, CTO, or COO holding an equity stake in her media sector company, please encourage her to fill out an online application.

**Application deadline is May 5, 2008**

[Click here for more information and to apply online](#)

**NAMIC NEWS**

**Join NAMIC Today!**

Become a member of the ONLY professional association fostering multi-ethnic diversity in the communications industry

Not yet a NAMIC member? Join today online and add your name to our growing membership roster of 2,000 cable, communications and entertainment industry professionals. NAMIC has 17 chapters nationwide and is in a market near you.

### **Programs**

Opportunity to apply for NAMIC's prestigious professional development programs that give you the tools to advance your career.

- L. Patrick Mellon Mentorship Program
- Executive Leadership Development Program (including Executive Coaching)
- NAMIC Leadership Seminar
- Webinar Series
- Writers' Workshops

### **Events**

Opportunity to attend local and national events:

- Creative Summit/Vision Awards
- Annual Awards Breakfast
- Annual Conference
- Chapter Workshops

### **Benefits**

- Networking opportunities with the most diverse group of communications industry professionals
- Ongoing educational forums to increase your industry knowledge and share effective business practices with industry peers
- Career development offerings which present companies with the opportunity to add value to employee benefits
- Chance to learn and share effective diversity practices with industry peers through our Diversity Roundtable and Multicultural Marketing Committee
- Opportunities for visibility and enhancement of your leadership skills by volunteering at the local and national levels
- Eligibility to compete for a coveted NAMIC Vision Award and the NAMIC Excellence in Multi-cultural Marketing Award (EMMA)
- Members-only pricing for our signature events and local chapter events
- Receipt of our online publications: *Diversity Scoop*, *InTouch* and *Cultural Lens*
- Much, much more.....

### **Discounts**

Receive members-only prices on registration to events including the Annual NAMIC Conference and local chapter events.

[Click here for information on membership prices and levels](#)

[Click here to download the membership application](#)

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## NAMIC Job Bank

The NAMIC Job Bank is the leading resource for connecting employers and highly qualified diverse job candidates in the communications industry.

Job seekers who are also NAMIC members can browse jobs and apply online for FREE. To learn more about becoming a NAMIC member, go to [www.namic.com](http://www.namic.com)!

### Job seekers:

- Browse jobs using a variety of search functions
- Save jobs to their online accounts
- Post their resumes
- Set email alerts and have new jobs sent directly to their inboxes
- Find discounts and resources for relocation services

### Employers:

- Post positions for a low fee
- Track views and applicants
- Search resumes
- Create alerts to automatically email new resumes matching their criteria

### Featured Jobs:

#### **A&E Television Networks**

Manager, Ad Sales Planning [Click here for more information](#)

#### **ESPN**

Senior Director - Field Sales [Click here for more information](#)

#### **Comcast Cable**

Senior Software Engineer [Click here for more information](#)

[Click here for additional job listings](#)

## ADVERTISING/RESEARCH OPPORTUNITIES

**Want to reach thousands of ethnically diverse professionals and entrepreneurs? Advertise your company or conduct a customized research poll in the next issue of Diversity Scoop. Click here to view the [2008 Diversity Scoop Media Kit](#) or contact [susan.waldman@namic.com](mailto:susan.waldman@namic.com) for more details.**

NAMIC's mission is to educate, advocate, and empower for multi-ethnic diversity in the communications industry.

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[manage](#) your preferences | [opt out](#) using TrueRemove®  
although you are opting out of NAMIC's Diversity Scoop newsletter, this will not exclude you from receiving other NAMIC correspondence

Got this as a forward? [Sign up](#) to receive our future emails.

